We call investors who have previously founded, grown, and successfully exited their own venture "entrepreneur investors". They bring not only capital to the table, but also deep knowledge and a network.

The things that make entrepreneur investors different are as follows:

Empathy

1. They have their own challenges, failures, and experiences from when they were building their own ventures.
2. They understand the problems faced by the entrepreneurs they invest in.
3. They can establish a healthy and constructive entrepreneur-investor relationship.

Mentorship

- They can offer valuable advice in areas such as product development, marketing, sales, and team building.
- They can prevent you from making critical mistakes.
- They have experience based on real-life events rather than theoretical knowledge.

Network

1. A broad network of contacts is a great advantage; they can play a key role.

2. They can reach talented employees more quickly.
3. They can reach "next round" investors faster.

Risk Tolerance and Vision

- They understand uncertainty and high risk.
- They can make accurate predictions.
- They know the nature of entrepreneurship.